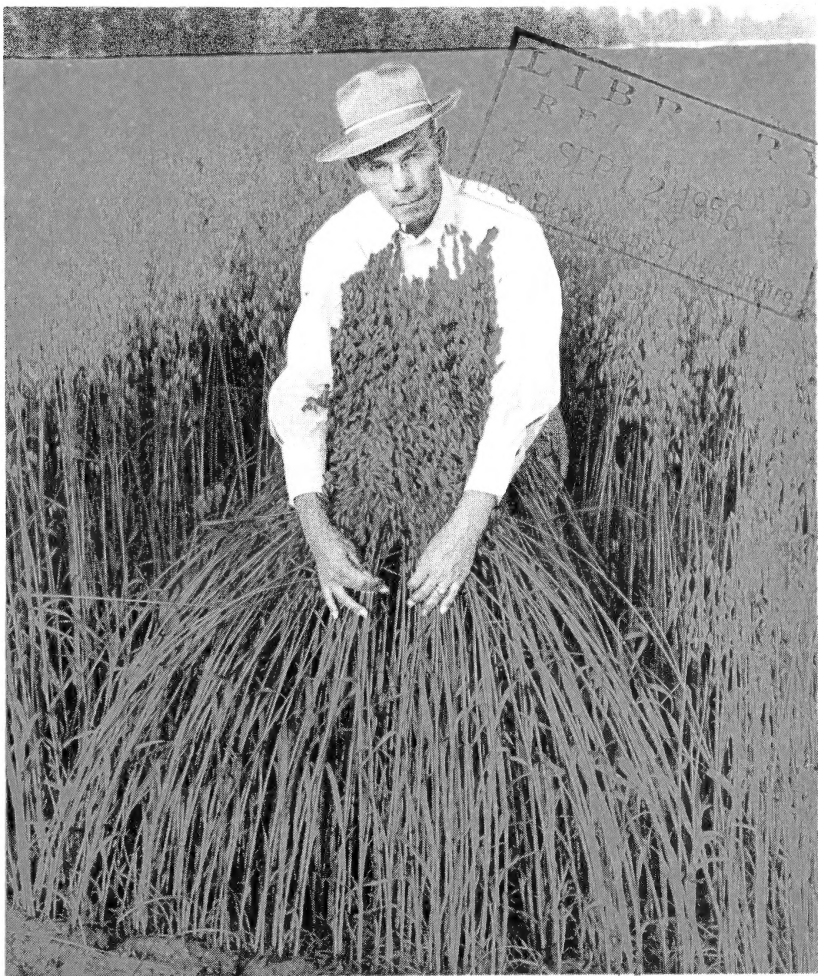


COKER'S PEDIGREED FALL GRAIN SEED 1956 SEASON

Sam Hadden, in charge of our small grain breeding work, in a field of Victorgrain 48-93.



COKER'S PEDIGREED SEED COMPANY

Hartsville



South Carolina

The South's Foremost Seed Breeders

COKER'S PEDIGREED SEED COMPANY

DAVID R. COKER (1870-1938) FOUNDER



THE GUARANTEE OF QUALITY

HARTSVILLE, S.C.

Y
Librarian
U. S. Dept. of Agri.
Washington 25, D. C.

BULK RATE
U. S. POSTAGE

PAID

HARTSVILLE, S. C.

PERMIT NO. 3

RETURN POSTAGE GUARANTEED



VICTOR



VICTORGRAIN 48-93

1956 BREEDER'S REGISTERED SEED

PERFORMANCE RECORD

Since its release in 1951, Victorgrain 48-93 has established a performance record without parallel in the history of southern oat production. Year after year, variety test and field performance data attest to the excellent combination of characteristics which our breeders have bred into this variety. Further evidence of the popularity of Victorgrain 48-93 is the fact that in 1956, 68 per cent of the total acreage planted for certification in the principal oat producing states of the South was in Victorgrain 48-93.

DESCRIPTION

PLANT: Semi-procumbent—profuse tillering. Cold resistant, ideal height—about the same as original Victorgrain. Will not interfere with lespedeza or similar crop where interplanted.

SMUT RESISTANCE: Resistant to most races, susceptible to one race.

RUST RESISTANCE: Highly resistant to prevalent races of crown rust. Susceptible to certain newer races, such as 216 and 258.

BLIGHT RESISTANCE: Significantly more tolerant than previous strains.

SEASON: 7 to 10 days earlier than LeConte, Forkeddeer, Arlington, Lee.

HEADS: Long and well-balanced.

STRAW: Very stiff, storm resistant. Ideal for combining.

GRAINS: Larger than in strains previously grown. Attractive, bright, resisting weather stain. Plump, well-filled groat, high feed value.

PRODUCTION: One of the best varieties which we have bred or tested.

UNIFORMITY: The most uniform variety that we have ever released.

PRICES

| | |
|-------------------------|-------------------|
| 1 to 16 bushels | \$3.75 per bushel |
| 16 to 48 bushels | 3.65 per bushel |
| 48 bushels and up | 3.50 per bushel |

Quotations on larger quantities furnished upon request.

THESE OATS TREATED WITH NEW IMPROVED CERESAN.

LEFT—Stiff straw and heavy yields of Victorgrain 48-93 are typical characteristics of this variety. Here our sales manager, J. Wallace Talbert, examines heads in a field of this outstanding oat.

RIGHT—A field of Victorgrain 48-93 oats producing 1958 Registered Seed. Shown in photo are, left, L. H. Taylor, and right, S. O. Middleton, contract producers.

OATS





NEW IMPRO

The nature of our breeding program insures the release each year of a new, scientifically maintained and improved strain of Victorgrain 48-93. Behind each bag of registered seed of Victorgrain 48-93 are eight years of intensive breeding and testing for purity, quality, and superior performance. Each year our breeders select many thousands of outstanding individual heads of Victorgrain 48-93 from our increase fields. Through an intensive program of scientific breeding and testing, they are able to isolate eight years later the most outstanding strains from the many thousands originally selected. At the same time, they have increased seed of these strains during the same eight-year period in sufficient quantity to release it as registered seed.

BEST BLOOD LINES

Our conclusions are supported not only by our own tests but also by numerous others conducted by State Experiment Stations throughout the South. With all these data in hand, our breeders decide which strains shall be re-selected for further increase and which shall be discarded.

Howard Harrison, assistant small grain breeder, is shown here making head selections in our small grain maintenance program. This is the beginning of a 9-year breeding program through which all strains producing registered seed must go before final isolation.



IMPROVED STRAIN

Farmers are thus assured that registered seed of Victorgrain 48-93 is derived from the strains showing the best blood lines of the many thousands originally selected.

Seed of these strains are thoroughly cleaned, processed, treated, bagged, and sealed in bags bearing our Red Heart trade mark and official O. K. tag, plus the official certification tag of the South Carolina Crop Improvement Association.

BEST FROM THE BEST

By this method of selecting the best from the best each year, we are able to release to growers new, improved strains superior to the original parent.

Visitors to our nurseries are always impressed with the great amount of care, detail, money, time and effort that we invest in making available to the farmer pure, high-quality seed of improved varieties. Our breeding techniques, processing equipment and methods, backed by long years of experience, are all aimed at the one objective of placing in the hands of the farmer improved varieties that net more dollars per acre.

68 Per Cent Certified Acreage In Victorgrain 48-93

So well established is Victorgrain 48-93 as the South's most productive oat that 68 per cent of the oat acreage planted for certification in 1955 in North Carolina, South Carolina, Georgia, Alabama, and Mississippi was in this variety. By states the acreage was as follows:

North Carolina

| | |
|---------------------------|-------------|
| Victorgrain 48-93 | 3,355 acres |
| All other varieties | 907 acres |

South Carolina

| | |
|---------------------------|-------------|
| Victorgrain 48-93 | 1,732 acres |
| All other varieties | 534 acres |

Georgia

| | |
|---------------------------|-------------|
| Victorgrain 48-93 | 2,292 acres |
| All other varieties | 1,861 acres |

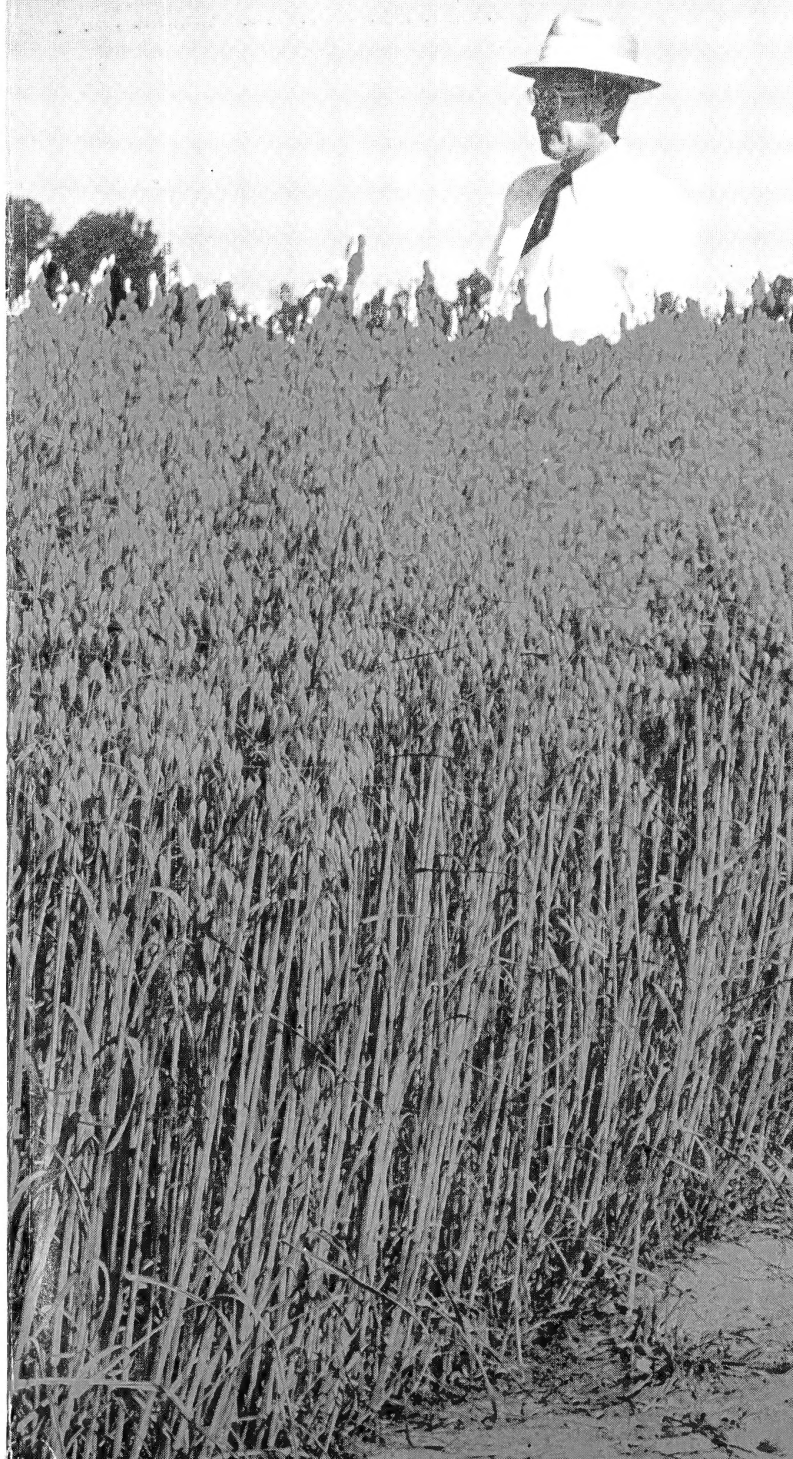
Alabama

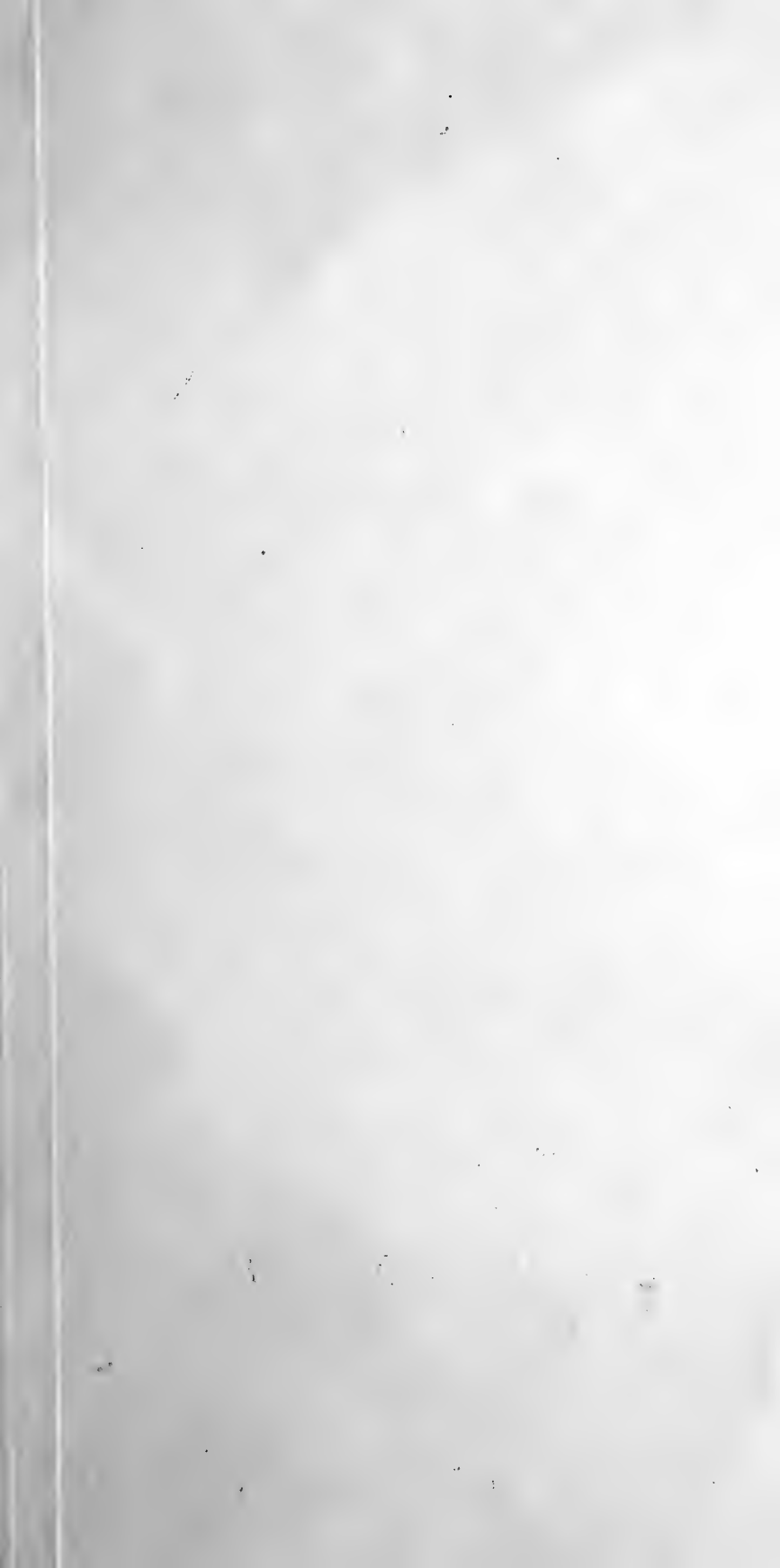
| | |
|---------------------------|-----------|
| Victorgrain 48-93 | 775 acres |
| All other varieties | 68 acres |

Mississippi

| | |
|---------------------------|-----------|
| Victorgrain 48-93 | 920 acres |
| All other varieties | 702 acres |

EACH YEAR







James Wilds, son of the late Dr. George Wilds who developed Victorgrain 48-93

Victorgrain 48-93

Bumper 1956 yields of Victorgrain 48-93 reported to us from across the South confirmed the oft-expressed opinion that no variety has yet been developed with yielding characteristics comparable to Victorgrain 48-93. This variety has consistently led official USDA and Experiment Station variety tests in southern states. Yields of more than 100 bushels per acre from Victorgrain 48-93 are reported to us from many growers. Average yields of from 75 to 100 bushels per acre from this variety are not uncommon in many areas.

In the average of tests conducted by State Experiment Stations in North Carolina, South Carolina, Georgia, Alabama, and Mississippi, results have amply demonstrated that Victorgrain 48-93 is without doubt the



grain 48-93, is shown above in a field of Victorgrain 48-93 on his farm near Hartsville.

3 South's Leading Oat

South's leading oat. No other variety has been such a consistent high producer.

The high yielding record of Victorgrain 48-93, combined with its excellence for early grazing, rust resistance, stiffness of straw, earliness, and high quality grain, prove this variety to be one of the most outstanding varietal developments in the history of southern oat production.

In the five state area, comprising North Carolina, South Carolina, Georgia, Alabama, Mississippi, Victorgrain 48-93 is one of the principal reasons why oat production has become a major agricultural industry.

Shown above in an increase field of Victorgrain 48-93 oats on our Hartsville farms. Note the stiff, straight straw and long, well-filled heads, typical characteristics of this variety. Mr. Robert R. Coker, president of our company, is shown in this picture.

Important Note

Victorgrain 48-93 is resistant to the races of crown rust now generally prevalent in the U. S., but is susceptible to certain newer races such as 216 and 258. These newer races are presently localized in the Florida-Gulf Coast area. Although it is not considered resistant to Helminthosporium blight that caused some losses in 1948, it is more tolerant of that disease than many other Victoria derivatives being grown at that time. Of the three races of smut prevalent in the South, Victorgrain 48-93 is highly resistant to two, and susceptible to one. We recommend that all planting stocks of oats, regardless of variety, be treated with Ceresan as this precaution is good insurance against the development and spread of all seed-borne diseases, including smut.

Coker's Pedigreed Fulgrain Oats 1956 Breeder's Registered Seed

Fulgrain oats were introduced in response to a strong demand in the South for an early combine type. The outstanding performance of this variety has made it a popular favorite among many oat growers. We have on hand a limited seed supply of this variety for distribution to our customers.

DESCRIPTION

PLANT: Semi-erect habit with wide, dark green blades. Cold resistant, profuse tillering, grows to medium height.

RUST RESISTANCE: Highly resistant to prevalent races. Susceptible to certain newer races, such as 216 and 258.

SMUT RESISTANCE: Resistant to all prevalent races of smut.

SEASON: The earliest rust-resistant oat grown in the South; 10 to 12 days earlier than Appler.

HEADS: Long, well-balanced, heavily fruited.

STRAW: Very stiff and storm resistant. Ideal combine type.

GRAINS: Attractive, bright, resisting weather stain; plump, well-filled berry; low per cent hull, high feeding value. Occasionally bears a few awns.

PRODUCTION: One of the safest, most productive varieties we have ever bred or tested.

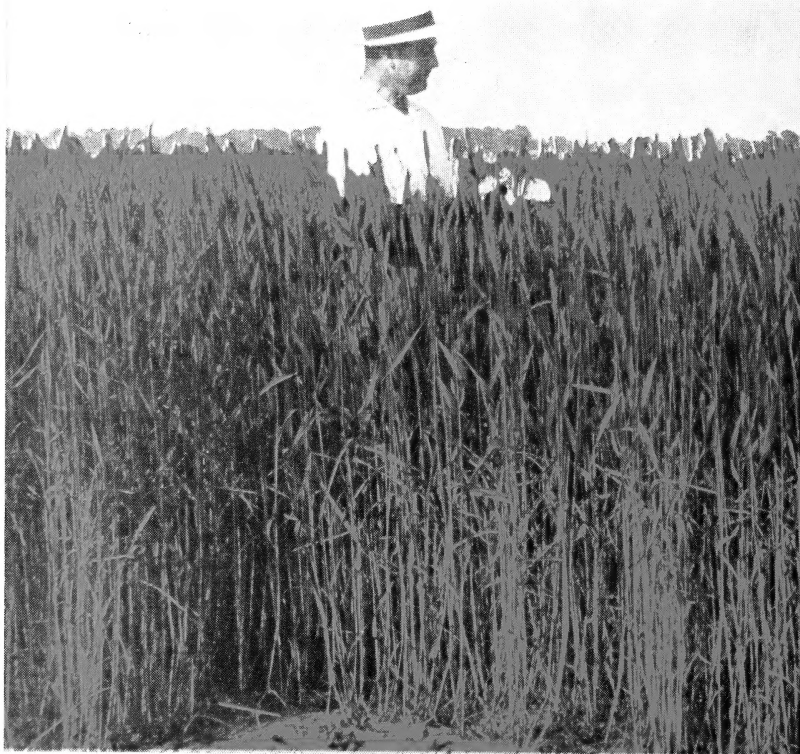
VICTORIA BLIGHT: Although not resistant, our strain of Fulgrain has considerable tolerance to this disease.

PRICES

| | |
|-------------------------|-------------------|
| 1 to 16 bushels | \$3.75 per bushel |
| 16 to 48 bushels | 3.65 per bushel |
| 48 bushels and up | 3.50 per bushel |

Quotations on larger quantities furnished upon request.
These Oats Treated With New Improved Ceresan.





Coker 47-27 Wheat

Coker's Pedigreed 47-27 Wheat

1956 Breeder's Registered Seed

Coker 47-27 wheat was first offered to our customers in 1950. It was developed in our breeding nurseries from a cross between Fronteira and Hardired. It is very widely adapted throughout the Southern wheat region. However, owing to the more severe winters at the higher elevations of the Piedmont and mountain areas, we recommend that its sowing be confined to the middle and lower Piedmont and throughout the coastal plain.

DESCRIPTION

PLANT: Semi-winter habit; good stooling; leafy, vigorous early growth; slightly taller than Redhart.

STRAW: Yellow, stiff, storm resistant.

HEADS: Erect, square, broad to the tip, with fully filled mesh and closely fitting straw-colored glumes.

YIELD: Very satisfactory.

DISEASE RESISTANCE: Relatively tolerant, but not resistant to mildew. Excellent resistance to leaf rust and to most races of stem rust prevalent in the Southeast.

SEASON: About two days later than Hardired; one week earlier than Fulcaster and Vahart.

GRAINS: Plump, horny, with high gluten content; excellent in milling quality. High test-weight.

PRICES

| | |
|------------------------|-------------------|
| 1 to 16 bushels | \$6.75 per bushel |
| 16 to 48 bushels | 6.60 per bushel |
| 48 bushels up | 6.45 per bushel |